

# Research on the Current Situation and Existing Problems of the Implementation of Digitalization Policy in the Cultural Industries in Anhui Province

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**Abstract:** Culture is the soul of a country, as well as the soul of its national governance. Cultural industry policy is a specific rule and measure formulated by the state or region to indirectly manage the cultural industry, which plays a strategic guiding role in the development of cultural industry. With the maturity and popularization of new generation information technologies such as big data analysis, cloud computing, virtual reality, Internet of Things, artificial intelligence, and blockchain, etc., the integration of cultural and creative industries and digital technologies has gradually formed the infrastructure of digital creative industries, which has effectively promoted the digitalization of contents, channels, and users in cultural industries. The implementation of digitalization strategies in the cultural industry conforms to the development trend of cultural industry empowered by digital technologies, which will certainly propel the development of new formats of cultural, extend the industrial chain, and boost the quality, efficiency, and core competitiveness of traditional cultural formats in Anhui Province.

**Keywords:** Anhui Province, Cultural industry policy, Digitization.

## 1. Introduction

According to the report of the National Bureau of Statistics of China, in 2022, China's business revenue from cultural industry reached 16,550.2 billion yuan and 16 industry subcategories with more distinct characteristics of new cultural business forms achieved business revenue of 5,010.6 billion yuan, accounting for 30.3% of the total business revenue of the cultural industry. The advent of the digital age has brought seismic changes to the development model of the cultural industry, and the new formats of cultural will continue to evolve in the future as well. In particular, from 2020 to 2022, due to the impact of the coronavirus disease 2019 (COVID-19) epidemic, new formats such as "cloud show", "cloud exhibition", and "cloud tourism" have been spawned, and profound changes have taken place in the content, methods, platforms, and consumption habits of cultural production.

The CPC Central Committee's proposals for formulating the 14th Five-Year Plan (2021-2025) for National Economic and Social Development and the Long-Range Objectives Through the Year 2035 were adopted at the fifth plenary session of the 19th CPC Central Committee proposed to implement the digital strategy of the cultural industry and accelerate the development of new cultural enterprises, cultural business forms and consumption patterns. The digital development of cultural industry refers to the application of high-tech to talent management, organizational collaboration, market supply, product manufacturing within the cultural industry, as well as industry chains collaboration, data platform construction, marketing innovation outside the cultural industry, so as to break the data barriers, enhance the efficient interaction of all links, and then achieve the coordinated development of the cultural industry inside and outside<sup>[1]</sup>. According to the Research Report on the Development of China's Digital Economy (2023) released by CAICT, China's digital economy reached 50.2 trillion yuan in 2022, nominally up 10.3 percent year-on-year, accounting for

41.5% of GDP.

The application of digital technology has enabled the digital creation and production of cultural products, the dissemination and promotion of digital media, the transaction, and cooperation of digital platforms, and the innovation and application of digital technology. Digital technology has become a decisive engine to drive the quality and efficiency of the cultural industry, and the digitalization of the cultural industry has also become an important way to satisfy people's growing need for a better life.

Opinions of the Ministry of Culture and Tourism on Promoting the High-quality Development of Digital Cultural Industry put forward the development goals and main tasks of China's digital cultural industry, which is a guideline for the development of the digital cultural industry in the coming period. The General Office of the CPC Central Committee and the General Office of the State Council issued the Opinions on Promoting the Implementation of the National Cultural Digitalization Strategy, which clearly stated eight critical tasks of China's cultural digital transformation and development, and pointed out the direction for local governments to promote the development of digital cultural industry. In recent years, Anhui Province has launched a series of support policies, which is not only an inevitable choice for deepening the reform of the cultural system, and a fundamental guarantee for boosting the high-quality development of the digital cultural industry and promoting the healthy and prosperous cultural market in Anhui Province, but also a strategic requirement for cultural development in the new era.

## 2. The Status of Digital Culture Industry in Anhui Province

### 2.1. The Scale of the Industry Continues to Expand, and the Proportion of the Platform Economy Rises

Platform economy is a new economic system based on

digital technology, relying on network infrastructure such as cloud, network, and terminal, which is composed of economic activity units driven by data, supported by platforms and coordinated by networks. It is an important part and development core of digital economy, and it's also a new element to promote high-quality economic development. The Political Bureau of the Communist Party of China Central Committee held a meeting on July 28, 2022, stressed promoting the regulated, healthy and sustainable development of platform economy, rectifications for the platform economy will be completed and regular supervision will be initiated. On July 24, 2023, the Anhui Provincial Market Supervision and Administration Bureau issued the "Several Measures to Further Optimize the Business Environment to Serve the High-quality Development of the Platform Economy in the Province", which identified 19 measures in 4 aspects.

In recent years, the scale of digital cultural industry and platform economy in Anhui Province have continued to grow, showing a trend of vigorous development. According to the data of Anhui Provincial Bureau of Statistics, by the end of 2022, there were 2,568 cultural enterprises above designated size in Anhui Province, made an increase of 91 over the last year. The assets of cultural industries totaled 43,370 million yuan, an increase of 31.47 billion yuan over the previous year. 16 industry subcategories with more distinct characteristics of new cultural formats achieved business revenue of 61.32 billion yuan, an increase of 2.6% year-on-year, accounting for 22.4% of the cultural industry. Among them, the business revenue of other Internet Information Services, Internet Search Services, Internet Gaming Services, other digital content services and other industries achieved 55.6%, 15.9%, 9.3% and 4.5% growth respectively. In addition, it can be seen from Table 1 that the number of cultural, art and cultural relics institutions and employees in Anhui Province showed an

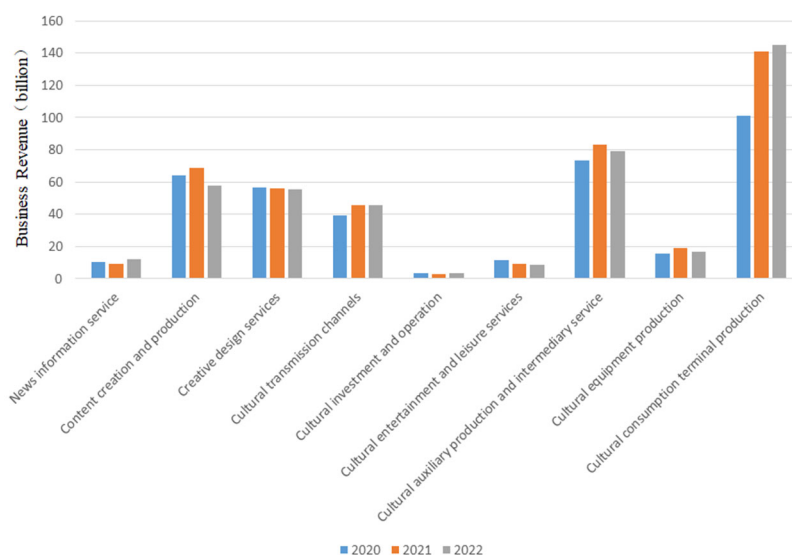
increasing trend year by year from 2013 to the time before COVID-19.

**Table 1.** Number of cultural, artistic and cultural relics institutions and employees in Anhui Province from 2013 to 2021

Year	Number of institutions	Number of practitioners
2021	14588	84792
2020	14339	90770
2019	17961	143173
2018	19915	150098
2017	16684	112800
2016	15613	108668
2015	14264	100413
2014	12261	81906
2013	13137	93121

## 2.2. Industrial Structure Optimization

The cultural industry structure of Anhui province is gradually optimized, showing the characteristics of diversification and innovation driven. In 2022, the cultural core field assets totaled 26021 billion yuan, an increase of 10.5%. In terms of industry types, the total assets of cultural manufacturing industry, cultural wholesale and retail industry, and cultural service industry were 1,677, 52.04 and 210.34 billion yuan, up by 3.6%, 7.8 and 11.6% over the previous year. In terms of industry fields, the total assets of cultural core fields and related fields were 26021 billion yuan and 169.87 billion yuan, an increase of 10.5% and 6.9% respectively. As shown in Figure 1, cultural consumption terminal production, cultural auxiliary production and intermediary service, content creation and production, creative design services, and cultural transmission channels have become important pillars in the core field of culture.



**Figure 1.** Business Revenue of Nine Categories of Cultural and Related Industries in Anhui Province from 2020 to 2022

## 2.3. Digital Creative Industries are Gaining Momentum

Digital creative industry, with cultural creative content as its core, is one of the ten emerging industries vigorously developed in Anhui Province. In 2022, the investment in fixed

assets of digital creative industry increased by 22.3% over the previous year, 13.3% higher than the investment in fixed assets, 0.8% higher than ten emerging industries' investment in fixed assets. The total number of market entities climbed, and the benign competition mechanism, diversified products and services, and the exchange and sharing of cultural and

creative resources have effectively promoted the transformation of market entities from increasing quantity to improving quality and efficiency. At the same time, the new industrial pattern of "one core and one pole" led by Hefei and Wuhu has gradually taken shape. 57.9% of the digital creative enterprises above designated size in Anhui province are concentrated in Hefei and Wuhu, and the total business revenue accounts for 71.2% of the province. Based on solid digital economy, Hefei Baohe Creative Cultural Industrial Park is the founding unit of the national cultural industry demonstration zone, with significant platform projects such as Baohe District Binhu Excellence City, Hechai ·1972 Cultural and Creative Park, and ACG International Cultural and Creative Science and Technology City. Wuhu Huaqiang Culture and Technology Industrial Park is a typical representative of Wuhu animation industry, Wuhu has also hosted animation creative industry fairs for many times and built a large-scale cultural and creative industry trading platform. The industrial development model that integrates digital and culture is conducive to promoting the integrated development of the cultural industry chain and stimulating new vitality of the industry.

### **3. The Digitalization Policy of Cultural Industry in Anhui Province and the Evolutionary Logic**

#### **3.1. The Digitalization Policy System Cultural Industry in Anhui Province**

Under the guidance of a series of national policies for the development of prosperous cultural industries, in February 2021, Anhui Provincial People's Government issued the Outline of the 14th Five-Year Plan for National Economic and Social Development and Vision 2035 of Anhui Province, which proposed to optimize and upgrade the cultural industry, strengthen the building of cultural brands, implement the strategy of digitization of the cultural industry, and facilitate the development of new cultural enterprises, forms of business, and consumption models.

In February 2022, the 14th Five-Year Plan for Cultural Reform and Development of Anhui Province issued by the Department of Culture and Tourism Anhui Provincial proposed that by 2025, the degree of social civilization will be significantly improved, cultural undertakings and cultural industries will develop in an all-round way, the spiritual life of the people will be richer, and the construction of an innovative and culturally strong province will make stage progress. In August 2022, the Action Plan to Accelerate the Development of the Digital Economy (2022-2024) stressed that with the deep integration of digital technology and the substantial economy as the main line, strengthen the construction of digital infrastructure, coordinate the promotion of digital industrialization and industrial digitalization, empower the transformation and upgrading of traditional industries, and cultivate new industries, new business forms and new models. Anhui Province has successively issued Several Opinions on Accelerating the Construction of a Culturally Strong Province, Action Plan for Promoting the Integrated Development of Cultural Creativity and Design Services and Related Industries in Anhui Province, Overall Plan for the Construction of a Digital Anhui, Implementation Opinions on Supporting the High-quality Development of Cultural Industry, Opinions on Deepening

the Integration of Culture and Tourism, Highlighting the charm of Hui-Style and Accelerating the Construction of a High-quality Tourism Province. Such policies propose to build a large-scale cultural industry, promote the digital technology upgrading and transformation of cultural enterprises, promote the coordinated development of cultural industry and related industries, support private cultural enterprises, and optimize the business environment. The digital creative industry in Anhui province has some problems, such as relatively late start, large scale gap compared with the developed cities in the east and obvious industrial shortcomings and weak foundation. As the digital startup industry continues to grow, in order to promote the digital creative industry to achieve corner overtaking as soon as possible, the 13th Five-Year Plan for the Development of Strategic Emerging Industries of Anhui Province, the 14th Five-Year Plan for the Development of Digital Creative Industry of Anhui Province, Circular on Several Policies to Support the Development of Digital Economy, Opinions on Further Expanding and Upgrading Information Consumption to Continuously Release the Potential of Domestic Demand, Several Opinions on Promoting High-quality Economic Development, Circular on Several Policies to Support the Development of 5G Technology and Opinions on Vigorously Developing Ten Emerging Industries and Building a Gathering Place of Emerging Industries with Important Influence have also been established to optimize the industrial structure, promote high-quality development, release the potential of supply and demand, and promote digital industrialization and industrial digitalization.

#### **3.2. The Evolution Logic of the Digitalization Policy of Cultural Industry of Anhui Province**

The evolution logic of the digitalization policy in cultural industry is to integrate and implement the development requirements of the national 14th Five-Year Plan and the 14th Five-Year Plan of Anhui Province, take the digital strategy as an important engine for the transformation and upgrading of the cultural industry, and improve the digital cultural production system and mechanism that puts social benefits first and integrates social and economic benefits. Supply-side structural reform of the cultural industry in Anhui province is driven by digital technology and digital cultural industry ecosystem, and the integrated development of the cultural industry in Anhui Province is promoted in coordination and the digital culture industry is ultimately an effective way to optimize the supply and meet the expectation of the people of Anhui Province for a better life.

To be specific, this logical evolution mainly includes four dimensions: first, from the internal layout of digital cultural industry to strategic guidance, integrated into the overall social development of Anhui province; The second is to provoke the vitality of the cultural industry and further integrates social benefits with economic benefits; Third, promote the transformation of Anhui digital culture industry from extensive development mode to high-level, high-standard and high-quality development mode; Fourth, promote the evolution of digital culture industry from a single industrial form to an all-factor industrial ecosystem. Firstly, through policy guidance, digital culture industry and related industries should be encouraged to integrate in multiple directions and build an all-factor digital culture industry ecosystem. Secondly, to stimulate the potential of cultural

consumption with new scenes and new needs, highlight the guidance of youth cultural consumption; Third, take advantage of digital means to promote the integration of culture and tourism development.

### **3.3. The Deficiency of the Digitalization Policy of Cultural Industry in Anhui Province**

At present, the ecology of digital culture industry in Anhui Province shows new development characteristics, the scale of the industry continues to rise, the proportion of platform economy continues to increase, the demand for high-quality content is strong, and the scope, depth and breadth of user participation continue to expand. All these need to be supported by corresponding cultural industry policies. However, in the face of the emerging digital culture industry market with new formats and models, the deficiencies of digital culture industry construction policies have become increasingly prominent, which are as follows: First, the policy construction is not systematic and the policy system is not perfect; Second, the supporting industrial policies and regulations are not stable and complete, and it is difficult to achieve the balance between industrial development efficiency and bottom line supervision; Third, the support and protection of digital culture industry is weak; Fourth, industrial policies lack coordination.

## **4. The Basic Path of High-quality Development of Digital Culture Industry in Anhui Province**

Through analyzing the principal line, core, foundation and goal of the high-quality development of the digitalization strategy in the cultural industry in Anhui province, the basic path of the high-quality development of the digital culture industry is drawn. Firstly, establish the modern consciousness of the market entities of the digital culture industry, cultivate its initiative and core competitiveness; Secondly, vigorously develop the market of digital culture products and services, and actively develop the circulation organization and circulation form of digital culture products and services; Thirdly, accelerate the cultivation of digital culture elements market, strengthen the construction of digital culture industry organizations and intermediaries; Fourthly, construct a complete digital culture market structure, establish and improve market regulations, and forge a normal digital market order and the material basis of the digital culture market system.

## **5. Concrete Measures to Refine the Digitalization Policy in Cultural Industry in Anhui Province**

Under the background of supply-side structural reform, the most intuitive contradiction in the development of digital culture industry in Anhui province is the coexistence of insufficient effective supply and excessive ineffective supply, and the deep reason is the failure of the regulation of cultural resources, talents, technologies and other elements, which is rooted in the absence or invalidation of market environment, resource allocation rules, market participation mechanism and service system. The development practice of reform and opening up has proved that system is an important factor for the local economic growth of China and Anhui Province, and the high-quality development of digital culture industry in

Anhui Province fundamentally depends on the construction of high qualified cultural industry system supply system with distinct local characteristics. Based on policy needs, the innovation of system model will crack the institutional obstacles and structural contradictions in the development of digital culture industry, so as to promote the modernization of cultural governance system and governance capacity, liberate and develop cultural productivity, and meet the spiritual and cultural needs of the people in Anhui Province. In short, improving the modern digital culture industry system and market system and cultural and economic policies oriented by high-quality development means that the digital culture industry will be transformed from an extensive development model to a high-level, sophisticated and high-quality development model, and institutional innovation is the crucial factor to achieve this goal.

First, bolster the research and development of digital technologies and their wide application. Digital technology is the core driving factor of the digitalization of cultural industry, and strengthening the support and guidance of digital technology is the linchpin to improving the support system of digital elements [2]. Through financial support, tax incentives and other policies, the government can encourage the research and development of digital technologies and their application and innovation in various fields of the cultural industry, improve the production and service capabilities of cultural enterprises, and inject scientific and technological genes into cultural consumer goods. At the same time, the government should strive to seize the opportunities of the new cultural infrastructure era and increase investment in the construction of new infrastructure such as cloud computing platforms, digital content storage and transmission equipment, and encourage cultural enterprises to introduce digital technologies to beef up the digital level of products and services.

Second, improve related policies, laws and regulations and strengthen digital copyright protection. In the digital era, the cultural industry is facing challenges in the field of information security, data privacy protection and information security, etc. Comprehensive laws, regulations and copyright protection policy system to a greater extent, can protect the legitimate rights and interests of both the supply and demand sides of the cultural industry, and establish a sound digital cultural market credit system with local characteristics of Anhui Province and reinforce the protection and transformation of intellectual property rights in the field of digital culture in Anhui province.

Third, optimize the allocation of cultural resources. In the process of digitalization of the cultural industry, the number of cultural creation subjects has increased, and the cultural contents and cultural consumption ways have become more diverse. Due to the inadequate role of market mechanism, the supply and demand structure of the cultural market in Anhui province is seriously mismatched. On the one hand, the market has a huge demand for cultural products and services, but the supply is seriously lagging behind. On the other hand, unitary, low-quality products and services cannot meet the diversified, high-quality needs of the market. Perfecting the industrial land, financial support and talent attraction and training policies for digital culture industry, increasing digital financial and tax support and promoting the market-oriented allocation of cultural elements should be effective means to prosper the digitalization in the cultural industry of Anhui Province.

Fourth, cultivate and strengthen the subjects of digital cultural science and technology innovation and promote the development of digital culture industry cluster in Anhui Province. The government must deepen the reform of “delegating powers, enhancing regulation and strengthen public services” in the field of digital culture, create a digital business environment, foster new driving forces for the development of digital culture industry and develop new forms of digital culture in Anhui Province. By strengthening the management of state-owned cultural assets and cultivating the brand of large state-owned leading digital culture enterprises, the target of expanding the scale and strength of state-owned digital culture enterprises in Anhui Province will be realized in the near future.

Fifth, guide and expand the digital culture consumption, eliminate the digital culture consumption gap. Among different cities, regions, urban and rural areas in Anhui province, influenced by factors such as regional economic development level, consumption capacity, and consumer group concept differences, digital culture consumption is significantly different. All localities should take precise measures to give full play to regional advantages, deeply explore premium cultural resources with local characteristics, promote the digitalization of cultural resources, and activate the digital integration of digital culture with related industries such as tourism, sports and health, and performing arts.

## 6. Conclusion

The formulation of cultural industry policies should act on the people-centered philosophy of development and insist on serving the people. Standing at the crossroads of Time, opportunities and challenges coexist. A mission for the new era is bestowed upon us, we must grasp the opportunity and cherish the previous experience. The policies should take into account the long-term development of the cultural industry. Relying on the national strategy, the digitalization strategy policy in cultural industry of Anhui Province should not only be based on the superior cultural resources and digital technology, constant amelioration of the industrial ecology and multiple measures taken to expedite the process of the cultural “going out” strategy, but also make full use of the broad platform of the Digital Yangtze River Delta Alliance to assimilate into the regional integration and development of

the Yangtze River Delta to provide strong endorsement for the collaborative innovation and common development of the digital culture industry.

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